

APPROVED
MINUTES
NORTHWEST PROGRESSO – FLAGLER HEIGHTS
REDEVELOPMENT ADVISORY BOARD
FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM
SEPTEMBER 28, 2016 – 3:30 P.M.

Cumulative Attendance

May 2016 - April 2017

| <u>Members Present</u> | <u>Attendance</u> | <u>Present</u> | <u>Absent</u> |
|-------------------------------|--------------------------|-----------------------|----------------------|
| Ron Centamore, Chair | P | 5 | 0 |
| Sonya Burrows, Vice Chair | P | 5 | 0 |
| Jessie Adderley | P | 5 | 0 |
| Nikki Austin-Shipp | P | 1 | 1 |
| Leann Barber (arr. 4:22) | P | 4 | 1 |
| Alan Gabriel | P | 4 | 1 |
| John Hart | P | 1 | 0 |
| Mickey Hinton (arr. 3:51) | P | 5 | 0 |
| John Hooper (arr. 3:47) | P | 3 | 2 |
| Dylan Lagi | P | 5 | 0 |
| Steffen Lue | P | 2 | 3 |
| Jacqueline Reed | P | 4 | 1 |
| Scott Strawbridge | P | 5 | 0 |
| John Wilkes (arr. 4:04) | P | 4 | 1 |

Currently there are 14 appointed members to the Board, which means 8 would constitute a quorum.

It was noted that a quorum was present at the meeting.

Staff

Jonathan Brown, Northwest CRA Manager (via phone)
Glendon Hall, Northwest CRA Economic Development Manager
Bob Wojcik, Planner II
Thomasina Turner-Diggs, NPF Project Coordinator
Vanessa Martin, CRA Financial Analyst
Mona Laventure, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call – CRA Staff

The meeting was called to order at 3:37 p.m.

Northwest CRA Manager Jonathan Brown, in attendance via phone, explained that the City Commission recently discussed the issue of conflict of interest in relation to advisory entities. Former Board Chair Steve Lucas had presented a conflict of interest waiver request that was denied by the City Commission; as a result, Mr. Lucas resigned from the Board. A waiver request submitted by Board member Jacqueline Reed was also not approved, which means Ms. Reed may also have to make a decision in the future regarding her membership on the Board.

Mr. Brown noted that Board elections were scheduled for today's meeting. As there is currently no Chair, Staff will lead the election process and the newly elected Chair will assume control of the meeting.

II. Nomination and Election of Chair / Vice Chair – NPF CRA Board

Motion made by Mr. Centamore, seconded by Ms. Adderley, to nominate Mr. Gabriel as Chair. Mr. Gabriel declined the nomination.

Motion made by Mr. Gabriel, seconded by Mr. Strawbridge, to nominate Mr. Centamore as Chair. In a voice vote, the **motion** passed unanimously.

Motion made by Mr. Strawbridge, seconded by Ms. Reed, to nominate Ms. Burrows as Vice Chair. In a voice vote, the **motion** passed unanimously.

Mr. Hooper arrived at 3:47 p.m.

New Board members John Hart and Nikki Austin-Shipp introduced themselves at this time. Mr. Hart has served as Mayor and as a member of the City Commission, as well as in several other civic entities. Ms. Austin-Shipp is the Executive Director of New Visions Community Development Corporation, which is an entity of Mount Bethel Ministries.

Mr. Hooper requested additional information regarding the resignation of former Chair Lucas due to a conflict of interest. Mr. Brown replied that Mr. Lucas would have had to resign prior to submitting a funding request application to the Board, but chose to resign at this time instead. The City Commission will address the topic of conflict further at their October 4, 2016 meeting. He recommended that if a member's company plans to submit an application, s/he may wish to seek direction from the City Attorney's Office.

III. Approval of Minutes from August 24, 2016 Regular Meeting

Motion made by Mr. Gabriel, seconded by Ms. Burrows, to approve. In a voice vote, the **motion** passed unanimously.

IV. Joint Workshop with CRA Board – CRA Staff

Mr. Wojcik advised that the Board will hold a joint workshop with the CRA Board on Monday, November 7, 2016, at 12 p.m. Lunch will be provided. Mr. Brown added that a special meeting is also planned for the following week on Thursday, October 6, 2016 at 3 p.m.

V. Budgeted Project Breakdown – Vanessa Martin

CRA Financial Analyst Vanessa Martin distributed an updated budget spreadsheet to the Board members. She pointed out that there are a total of seven incentive programs within the Northwest CRA, consisting of five business and two residential programs. The spreadsheet lists all funding approved by the CRA Advisory Board as well as current funding balances.

Mr. Hinton arrived at 3:51 p.m.

The business incentive programs have the following funding amounts:

- Property Tax Reimbursement Incentive: up to \$2.44 million
- Developmental Incentive: \$5.9 million
- Streetscape Enhancement Incentive: \$1.5 million
- Property and Business Improvement Incentive: \$1 million
- Commercial Façade Incentive: \$1 million
- Total: \$11.4 million

Ms. Martin noted that \$10 million remains in the business incentive programs, with a variance of \$500,000. This variance accounts for the Quantum project that was approved as of September 27, 2016.

The residential programs have the following funding amounts:

- Residential Rehabilitation Incentive: \$450,000
- Purchase Assistance Incentive: \$450,000
- Total: \$900,000

Ms. Martin advised that updated spreadsheets would be provided to the Board members at subsequent meetings in order to keep them abreast of funding levels and approvals.

Mr. Brown explained that the \$12 million total budget includes funds that must be either expended or committed by September 30, 2017. It consists of not only tax increment financing (TIF) revenue for the coming year, but old accounts that have been closed. In the future, when projects are added to the spreadsheet, they will also begin to subtract

from the \$12 million total. The spreadsheet will serve as a guide for meeting the requirements of the CRA Board with respect to committing and spending these dollars.

Ms. Burrows requested that the Board be provided with the separate tracking sheet for other projects as well as a list of closed-out projects and their previous funding amounts. Mr. Brown explained that some of these programs were closed out, while others were collapsed into incentive accounts and will be moved over. He confirmed that the Board will see the names and approval dates of these projects in the future.

Mr. Brown further clarified that programs, rather than projects, were closed out; however, the activities funded by these programs have not been closed out.

Mr. Strawbridge noted some individual programs, totaling approximately \$7 million, that were brought before the Board, and advised that these plans do not have the same balances following CRA Board approval. Ms. Martin explained that these monies were transferred to operating funds. Funds were taken from both fiscal year (FY) 2016 and FY 2017 for a total of \$12.3 million, which were moved from the capital improvement program (CIP) to operating funds.

Mr. Brown advised that if CRA funds are not spent or committed, they may be used to pay down debt service on the Wave Modern Streetcar project to which the CRA has made a funding commitment. The goal, however, is to commit these funds to projects. If they are neither spent nor committed to debt service, they may be given back to their funding source.

Mr. Strawbridge recalled that there was discussion of pro-rating the CRA's funding for the Downtown Fort Lauderdale Transit Management Association (DFLTMA); however, once the City Commission approved the CRA budget, the final amount approved was \$360,000 instead of \$261,000 in FY 2016. Ms. Martin explained that the DFLTMA encumbered these funds in a prior year for a viable project, and the monies were rolled over for use on that project.

Mr. Strawbridge expressed concern that allowing these funds to be encumbered by the DFLTMA was contrary to previous dialogue regarding how CRA funds may be used. He felt there were a great many changes between the budget presented to the Board at a previous meeting and the budget approved by the City Commission. Mr. Brown replied that the City Commission requested a breakdown of the budget details, which were provided to the Board by the budget office approximately one month ago. When funds are removed from the CIP and placed in the operating account, a negative is reflected in the CIP to show this removal.

Mr. Wilkes arrived at 4:04 p.m.

Mr. Hart requested clarification of how funds are moved from the CIP to the operating funds, as they are specifically encumbered for either capital or operating purposes. Ms. Martin responded that the funds in this case were incentives and were not encumbered: they were moved into the operating account so they could be used for viable incentive projects. This resulted in a decrease in capital funds.

Mr. Brown added that City Auditors have issued an opinion that an improvement is not considered a capital project if it is not owned by the City. The City does not typically own capital improvements other than underground infrastructure and streetscapes located in rights-of-way. This represents a difference of opinion between the City Auditor's Office and the method under which the Board previously operated.

Mr. Brown continued that CRA Staff has held multiple conversations with the City Auditor's Office, the City Manager's Office, the Budget Office, and the Finance Office. The budget spreadsheet reflects the direction provided by these entities.

Mr. Strawbridge noted that the spreadsheet also reflects a service charge for City services, and that the CRA contracts with the City for additional support services. He requested additional information on this. Ms. Martin replied that the staffing line item covers CRA Staff. Mr. Brown further clarified that CRA Staff are considered to be City employees who are on loan to the CRA. This is reflected in the form of service charges and is based on guidance from the City Auditor's and City Attorney's Offices.

VI. YMCA Presentation – Sheryl Woods

Sheryl Woods, President and CEO of the YMCA of South Florida, showed a PowerPoint presentation on the L.A. Lee Facility, which is located on 14th Terrace and has served the community for over 75 years. The current building is a 22,000 sq. ft. facility that serves 5000 children and families and holds several community events with an average of 500 to 600 participants each. The facility also sponsors multiple events at other locations throughout the community, such as churches, schools, homeowners' associations, and other organizations.

Ms. Woods described some of the programs and events held by the L.A. Lee Facility, including programs for senior citizens, youth, and teens. These include health and wellness screenings and programs. They promote work within and feedback from the surrounding community, and engage with community businesses located along the Sistrunk Corridor. Ultimately, however, the facility does not have a sufficiently large footprint to expand the existing facility onto surrounding land. An area that could be used for expansion is currently used for parking.

Ms. Woods explained that a community survey of Fort Lauderdale residents included requests for additional services, such as assistance for job seekers and community education in addition to recreational programs and health and wellness services. This

led to a discussion of whether or not there is another location to which the YMCA's footprint and services could be expanded in order to better serve the community. The result was an interest in the Mizell Center on Sistrunk Boulevard. While this facility was previously a vibrant community center, it is no longer open to the public due to its age and renovation costs. The YMCA hopes to partner with the City to re-activate this facility and the street.

Ms. Barber arrived at 4:22 p.m.

Ms. Woods requested input from the Board, pointing out that when the Wave Modern Streetcar is implemented, Sistrunk Boulevard may be seen as a greater destination and a priority. She showed a slide of the proposed building, which she characterized as a legacy project within the footprint of the existing building. The new building would serve as a community center that houses and is also operated by the YMCA.

The YMCA's L.A. Lee Advisory Board has met with City Staff and the City Commission, which was supportive of the project. A "think tank committee" has been seated to ensure that the proposal is properly vetted. It was also noted that the proposed center would partner with other community services that align with the YMCA's mission, which will help to better empower the community at large. The sale of the land on which the current facility exists would also bring additional economic development to the community.

Two community town hall meetings are scheduled for October 20 and October 29, 2016 to seek additional input on programs and services. Ms. Woods concluded that she felt the creation of a new Mizell Center would result in a domino effect for future development on Sistrunk Boulevard. She requested the Board's input on other entities to be part of this discussion.

Ms. Reed asked how parking at the Mizell Center would be handled. Ms. Wood stated that because a new building would be constructed within the existing building's footprint, the site would not use any of the surrounding parking in the area. They would address this issue with nearby churches and would also consider the purchase of property to the west for parking purposes.

The proposed building would be roughly 45,000 sq. ft. in size and the project's budget is estimated at \$10 million. Ms. Wood advised that the YMCA would make a funding request of the CRA at an appropriate time.

Ms. Burrows expressed concern with the proposal, stating that she has heard little discussion of the expansion from the Sistrunk Corridor community. She pointed out that the surrounding community has shown concern regarding the potential height of the proposed building. She pointed out that the District's City Commissioner is in favor of repurposing buildings instead of demolishing them, and concluded that the YMCA

broaden the range of participants in its proposed think tank committee to hear a wider range of input.

Chair Centamore advised that zoning in the subject area allows a height of 45 ft. by right and 65 ft. with City Commission approval. It was noted that when the City's zoning Code was amended for the Sistrunk Corridor, this measurement was enacted rather than a set number of stories allowed, as it would allow for greater flexibility within the commercial portion of the Corridor.

Ms. Austin-Shipp stated that Mount Bethel Ministries wished to be involved in discussions of this proposal. She encouraged investment in the Sistrunk Corridor in order to allow it to grow. Mr. Hinton noted that although he is President of the Durrs Homeowners Association, he has not heard the project discussed within the community.

Mr. Hart commented that the YMCA should make sure the Sistrunk community understands and shares in the goals of the proposed project, including its potential for investment in and improvements to the surrounding area. He encouraged the organization to broaden the scope of individuals with whom it discusses the proposed redevelopment. Ms. Reed agreed that the project is commendable and is the result of a great deal of work and partnership that can benefit the community.

Mr. Strawbridge observed that the Housing Authority has a strong partnership with the YMCA, and added that these two entities have encouraged community input on issues such as transportation planning in the past. He emphasized the need for more community input, more education about the services provided by the YMCA, and the economic and social benefits of the proposed community center.

Chair Centamore asked who would own the land on which the proposed building would be constructed. Ms. Woods replied that the City would own the parcel, as the YMCA has not proposed purchasing it. Chair Centamore also pointed out that the Board may not authorize any funding for City-owned buildings, which would need to be addressed before any funding requests are made of the CRA. He also expressed concern with the potential need for parking on the Mizell Center parcel, and noted that the CRA would receive no TIF revenue from City-owned land.

Members of the public present at the meeting also spoke in favor of the proposed project, pointing out its potential for benefits to the community and the need for additional public input.

VII. Visioning – NPF CRA Board

Mr. Wojcik advised that the Board members were provided with information, including surveys, in their backup materials for today's meeting. He asked that these materials be

filled out and brought to a separate meeting dedicated entirely to visioning, scheduled for October 6, 2016.

VIII. Mosaic – Mosaic Group

- i. Mosaic Update**
- ii. Agreement Renewal**

Ann Marie Sorrell, representing the Mosaic Group, showed a PowerPoint presentation on recent marketing efforts, stating that the group has been meeting with CRA Staff in preparation for the official launch of the Fort Lauderdale Village District, which was presented to the City Commission the previous week. This branding rollout began in April 2016 with a business recruitment event and continued with Small Business Week and several other initiatives.

Ms. Sorrell continued that the team is also proceeding with Village Dine Restaurant Week, and other marketing efforts. Continuous updates are in progress to the website FortLauderdaleCRA.com, which is now live, and the economic development toolkit is being finalized, including the CRA's incentive program applications. The marketing plan has been presented to CRA Staff. Ms. Sorrell emphasized the importance of feedback from the Board through the visioning process.

Utility box wraps are planned for Flagler Village and the historic Sistrunk community, with a rollout to begin in December 2016. Mosaic will present photos to both the Board and these communities for final input.

A brief update on marketing efforts was presented to the Flagler Village Civic Association meeting the previous week. Mosaic has been working on a citizen news component for this community's website. This is intended to be a tool that the Board and the community can use to provide updates on neighborhood events. Submissions may include stories and events. Ms. Sorrell added that a new trade show display has been purchased for use at various trade shows and conferences attended by representatives of the CRA's communities. When it is not in use at shows, the display will be featured at Fort Lauderdale Village District community events.

Upcoming events include Food in Motion from October 14-22, 2016, at which the Village Dine event will also be promoted. Eight local eateries have committed to this event and will be promoted on the website as well as through social media. A CRA Open House will be held on October 25 at the CRA offices at 8 a.m. and 5 p.m. Start-Up Weekend is planned for November 11-12 as part of Global Entrepreneurship Month, with a focus on attracting food, art, and retail businesses to the area. Information on all these events will be featured on social media.

The Board discussed the update, with Ms. Barber asking if Mosaic will be involved with an upcoming Cultural Marketplace event. Michael Hall, also representing Mosaic, advised that the group is not familiar with all events planned for the community, and requested that the Board members share information on these events with them so they may promote them more effectively.

Ms. Burrows suggested that businesses applying for licenses within the CRA could be provided with a marketing or information packet about the area. Ms. Sorrell suggested that Mosaic could be alerted to new businesses coming into the CRA so they can be contacted. She also encouraged Board members to assist in keeping Mosaic informed of these businesses.

Ms. Sorrell continued that efforts such as this proposal could be included in the next phase of the marketing plan, which is consistent with the City Commission's priorities on record for the Northwest CRA and Sistrunk areas. Key audiences for the next phase of the marketing plan will include location advisors, developers, and regional organizations. There will also be a greater focus on the website, which will feature a data portal for property availability, geographical data, and area data for businesses interested in expanding to or beginning in the CRA. The incentive application will also be made interactive so applicants may submit these forms online.

Another feature of the website will be project highlights and testimonials, which will focus on projects funded through the CRA. The marketing strategy will also address media relations, as an advertising budget is now available. Mosaic will be able to work directly with various publications as well as with social and digital media. Ms. Sorrell emphasized the need for prominent signage placement, pointing out that there is currently no signage identifying projects funded by the CRA.

With regard to community outreach and engagement, Ms. Sorrell advised that it is important for the CRA to have representation at local, state, regional, and international conferences. She emphasized the importance of promotional events such as Village Dine and Small Business Week to show that the CRA is open to innovation and new business.

There is currently no mobile app for the Northwest CRA, although the website allows access via mobile devices. Because City apps are relatively underused, Mosaic did not feel it would be a wise use of resources to develop an app without first determining how these apps might be better used.

Ms. Sorrell advised that while the City Commission wants Mosaic to be more interactive and engaged with the Board, time constraints can be a challenge. She asked the members how involved they would like Mosaic to be with regard to presenting concepts or ideas, as well as how much time should be allocated to this involvement at the Board's monthly meetings. Mr. Hall also emphasized the importance of interaction

between Mosaic and the Board, and encouraged greater Board participation at CRA events.

Ms. Burrows recommended that Mosaic provide written updates to the Board in advance of their presentations at meetings, pointing out that this would allow them more discussion and interaction with the members.

It was determined that the proposed agreement renewal with the Mosaic Group would be discussed at next month's meeting.

IX. Communication to CRA Board

None.

X. Old / New Business

Mr. Wojcik advised that the City Commission had expressed interest in a joint workshop with the Board, and would determine the Agenda for this workshop. Mr. Lagi noted that in the past, any joint workshops with the Commission were scheduled at the Board's request rather than at the request of the Commission.

Mr. Strawbridge stated that he perceived a disconnection between the Board and the City Commission: for example, while the Commission advised the Mosaic Group to have more open communication with the Board, he recalled that at the previous month's meeting, the Board was informed that Mosaic may not always have items on which to report on a monthly basis. He pointed out that if the members are regularly kept up to date, the reports will take up less time each month.

XI. Public Comment

None.

XII. Adjournment

There being no further business to come before the Board at this time, the meeting was adjourned at 5:46 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

[Minutes prepared by K. McGuire, Prototype, Inc.]